

Rep Order# 6862050
Ver# 1
Status New
EC'd Yes

Traffic Order#

Printed: 10/10/2012 11:58 AM
Last Received: 10/09/2012 8:41 PM
Showing Buylines: All Lines

1 of 4

Station WAVY-TV NORFOLK, VA.
Advertiser () WOMEN SPEAK OUT PAC
Product WOMEN SPEAK OUT PAC
Estimate# 268
Buyer PAM MELLO
Phone#
Fax#

Agency () DESIGN 4
106 N. COLLINS STREET
PLANT CITY, FL 33563
Agency C/P1/P2/E //268
Flight Dates 10/11/2012 - 10/18/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	6A-7A	AM NEWS	:30	\$2,000.00	10/11-10/12	2	1	2	\$4,000.00	
				Buyline Comment: AM NEWS								
	2	M-TH	6A-7A	AM NEWS	:30	\$2,000.00	10/15-10/18	4	1	4	\$8,000.00	
				Buyline Comment: AM NEWS								
	3	TH-F	7A-9A	TODAY SHOW	:30	\$2,000.00	10/11-10/12	2	1	2	\$4,000.00	
				Buyline Comment: TODAY SHOW								
	4	TH-F	7A-9A	TODAY SHOW	:60	\$4,000.00	10/11-10/12	2	1	2	\$8,000.00	
				Buyline Comment: TODAY SHOW								
	5	M-TH	7A-9A	TODAY SHOW	:60	\$4,000.00	10/15-10/18	4	1	4	\$16,000.00	
				Buyline Comment: TODAY SHOW								
	6	TH-F	530P-6P	NEWS	:60	\$3,000.00	10/11-10/12	2	1	2	\$6,000.00	
				Buyline Comment: 530P NEWS								
	7	M-TH	530P-6P	NEWS	:60	\$3,000.00	10/15-10/18	4	1	4	\$12,000.00	
				Buyline Comment: 530P NEWS								
	8	TH	6P-630P	NEWS	:60	\$4,000.00	10/11-10/11	2	1	2	\$8,000.00	
				Buyline Comment: 6P NEWS								
	9	M-TH	6P-630P	NEWS	:60	\$4,000.00	10/15-10/18	4	1	4	\$16,000.00	
				Buyline Comment: 6P NEWS								
	10	TU	630P-7P	NCB NIGHTLY NEWS	:30	\$3,000.00	10/16-10/16	1	1	1	\$3,000.00	
				Buyline Comment: NCB NIGHTLY NEWS								

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Advertiser () WOMEN SPEAK OUT PAC 106 N. COLLINS STREET Sales Office ()
Product WOMEN SPEAK OUT PAC PLANT CITY, FL 33563 Salesperson () ANJIE BRADY
Estimate# 268 Agency C/P1/P2/E //268 Salesperson Phone# 215-567-6005
Buyer PAM MELLO Flight Dates 10/11/2012 - 10/18/2012 Salesperson FAX# 215-567-5938
Phone#
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	24	M,TH	9A-10A		:60	\$1,000.00	10/15-10/18	2	1	2	\$2,000.00	
	Buyline Comment: TODAY SHOW 2											
	25	SA	8A-10A		:30	\$1,200.00	10/13-10/13	1	1	1	\$1,200.00	
	Buyline Comment: 8A NEWS											
	26	SU	8A-9A		:30	\$1,200.00	10/14-10/14	1	1	1	\$1,200.00	
	Buyline Comment: 8A NEWS											
	27	F	7P-730P		:30	\$1,500.00	10/12-10/12	1	1	1	\$1,500.00	
	Buyline Comment: ENTERTAINMENT TONIGHT											
	28	TU	7P-730P		:30	\$1,500.00	10/16-10/16	1	1	1	\$1,500.00	
	Buyline Comment: ENTERTAINMENT TONIGHT											
	29	TH	7P-730P		:60	\$3,000.00	10/11-10/11	1	1	1	\$3,000.00	
	Buyline Comment: ENTERTAINMENT TONIGHT											
	30	M,W-TH	7P-730P		:60	\$3,000.00	10/15-10/18	3	1	3	\$9,000.00	
	Buyline Comment: ENTERTAINMENT TONIGHT											
	31	SU	6P-7P		:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	Buyline Comment: 6P NEWS											
	32	SU	1130P-12A		:60	\$4,000.00	10/14-10/14	1	1	1	\$4,000.00	
	Buyline Comment: SUN LATE NEWS											

--REPORT TOTALS--
Report Totals: 61 / \$156,400.00

--SALES MONTHLY TOTALS--

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Oct 12: 61 / \$156,400.00
Sales Totals: 61 / \$156,400.00
Station Totals: 61 / \$156,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$156,400	CATV 0%	WAVY 100%	WGNT 0%	WPXV 0%	WTKR 0%
		WTVZ 0%	WVBT 0%	WVEC 0%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS AT 100%

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE